

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 7/8/2014	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve Amendment No. 1 to the agreement for services with TJA Advertising and Public Relations (TJA) to continue to provide marketing services to the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID) in the amount not to exceed \$130,200 for FY 2014-15. District 3.			
(5) RECOMMENDED ACTION It is recommended that the Board approve Amendment No.1 to the agreement for services with TJA Advertising and Public Relations to continue to provide marketing services to the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID) in FY 2014-15.			
(6) FUNDING SOURCE(S) County Business Improvement District Assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$130,200.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: <u>August 6, 2013, item #1</u>	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 3			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 7/8/2014

SUBJECT: Request to approve Amendment No. 1 to the agreement for services with TJA Advertising and Public Relations (TJA) to continue to provide marketing services to the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID) in the amount not to exceed \$130,200 for FY 2014-15. District 3.

RECOMMENDATION

It is recommended that the Board approve Amendment No.1 to the agreement for services with TJA Advertising and Public Relations to continue to provide marketing services to the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID) in FY 2014-15.

DISCUSSION

On August 6, 2013, your Board approved a one year agreement with TJA to provide marketing services for the Avila Beach local area of the County's Business Improvement District. The Avila Beach Local Area Advisory Board on April 16, 2014 determined that TJA had satisfactorily carried out the FY 2013-14 agreement scope and voted to recommend that the agreement with TJA be extended for the period of one year (May 1, 2014 through April 30, 2015) in an amount not to exceed \$130,200. A recap of the services and results for the current contract are included as Attachment #1. The CBID Advisory Board, on April 30, 2014, voted to recommend to the continued use of Avila Beach local area funds for this agreement.

OTHER AGENCY INVOLVEMENT/IMPACT

The Avila Beach Local Area Advisory Board voted on April 16, 2014 to recommend that the County contract with TJA Advertising and Public Relations to be the local area's marketing agency. Administrative Office staff provides support and acts as the liaison between the County and the CBID and its local areas. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

The CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. The agreement with TJA Advertising and Public Relations will be funded completely out of assessments specifically collected from the Avila Beach local area. No County General Fund dollars will be used. The 12-month agreement is for amount not to exceed \$130,200.

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the Avila Beach Local Area Advisory to meet the expectations of the lodging business owners paying the assessment. The Avila Beach Local Advisory Board will track the performance of TJA Advertising and Public Relations in providing the services outlined in the attached scope of work.

ATTACHMENTS

1. Amendment No. 1 to August 6, 2013 agreement
2. Exhibit A - Scope of Work (Marketing and Media Plan)
3. Attachment #1 - FY 2013-14 year end recap
4. Avila Beach Local Area Advisory Board April 16, 2014 meeting minutes
5. CBID April 30, 2014 minutes